

King County
Quit Line Data Summary
October 1 - December 31, 2002

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 613	N = 3,753
Percent of Statewide Calls	19.7%	100.0%
Percent of State Population in County¹	29.5%	100.0%
	County %	State %
Gender	N = 598	N = 3,291
Female	54.8%	61.0%
Male	45.2%	39.0%
Race/Ethnicity	N = 543	N = 2,816
People of Color	21.2%	13.9%
White	78.8%	86.1%
Age	N = 564	N = 2,956
Less than 18 years old	2.0%	2.7%
18 - 24 years old	15.4%	14.4%
25 - 34 years old	20.6%	21.8%
35 - 44 years old	27.8%	25.9%
45 years and older	34.2%	35.1%
Education	N = 553	N = 2,860
Did not graduate high school	8.7%	18.4%
High school graduate	28.0%	33.3%
Some college/vocational school	40.0%	34.9%
College graduate	23.3%	13.5%
Caller Type	N = 609	N = 3,367
General Information	5.9%	11.2%
Health care provider	3.3%	2.9%
Tobacco user	90.8%	85.9%
Payer Type	N = 363	N = 2,129
Insured	49.9%	41.5%
Uninsured	27.3%	24.9%
Medicaid	22.9%	33.5%
Heard About	N = 546	N = 2,888
Past caller	21.2%	18.5%
Employer/worksite	0.5%	0.8%
Health care provider	15.8%	21.8%
Television	17.8%	18.4%
Outdoor advertisement (billboard/bus/wall)	17.0%	7.2%
Targeted mailing	0.7%	0.9%
Great Start	0.0%	0.1%
Radio	3.7%	2.2%
Newspaper/Magazine	3.8%	2.2%
Brochure/Newsletter	6.2%	6.2%
Family or friend	9.5%	17.9%
Health Department	2.9%	2.9%
School	0.7%	0.9%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.